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SPOT™ (Systematic Position Online Targetter) communicates with our servers (the DOGHOUSE) to help you automatically determine the location and Internet connection speed of users logging on to your web site. This information allows you to automatically tailor your web site based on possible preferences of your visitors. Imagine being able to send product information to your customers in the language and currency that they're most comfortable with. Or being able to direct them to your nearest office or store dynamically. Or being able to target high bandwidth graphics only to those users whose Internet connection speed is able to handle those graphics, so that those with slower connections are still able to quickly view your site. Not only would this enhance your site's usability but your customers would feel like you're concerned about their specific needs and how best to help them.

NEXT

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